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Abstract

The Role of Electronic Booking Systems in Improving the Level of services Study at Jordanian Five-Star Hotels

This study aimed to investigate the level of Electronic Booking Systems, and its role in improving the Level of services at Jordanian Five-Star Hotels.

To achieve this, a sample of (7) hotels were chosen randomly from (22) hotels. A questionnaire was developed and distributed to (122) hotel employees, only, (93) were recovered. The study found out some results, the most apparent one that Electronic Booking Systems available at high rates, and there is a significant statistical relationship between Electronic Booking Systems and improving services at ($\alpha \leq 0.01$), in the Jordanian Five-star Hotels.

The study has suggested some further recommendations; building a synergy between hotels to share information and abilities about Electronic

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Booking Systems, updating Electronic Booking Systems and strengthening its role in improving the level of services introduced by hotels.

Key words: Electronic Booking Systems, Hotel services, Jordanian Five-star Hotels, Jordan

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(Mangold & Faulds 2009; p. 357).

. (Baines p, Fill C & Fage K , 2011; p.627)

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.(Fridolf, Malin & Alem, Arnautovic 2011,p. 17)

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.(Goodman, Sarah 2011, P. 11)

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Morrison et al.
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(Morrison et al, 1999: 97-113).

رابعاً: الطريقة والإجراءات:
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0.82	11	
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0.86	80		
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0.34	32	4-1	
0.36	34	9 -5	
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0.29	27	25	
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0.31	29	35	
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0.66	4.44		1
0.60	4.41		2
0.66	4.47		3
0.67	4.34		4
0.71	4.37		5
0.56	4.46		6
0.67	4.46		7
0.69	4.43		8
0.63	4.53		9
0.54	4.57		10
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0.46	4.51		1
0.41	4.54		2
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0.46	4.51	.	1
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0.62	4.57		1
0.63	4.51		2
0.58	4.53		3
0.58	4.54		4
0.52	4.57		5
0.56	4.51		6

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0.59	4.49		1
0.63	4.47		2
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(8)

0.52	4.53		1
0.56	4.51		2
0.56	4.53		3
0.54	4.51		4
0.56	4.51		5
0.52	4.54		6

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($\alpha = 0.02$)

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(0.05= α)

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(0.05= α)

(Regression)

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(Regression)

(10)

	F	R ²	R	T	β	
0.00	18.48	0.16	0.40	4.29	0.40	

($\alpha = 0.05$)

(10)

0.40 4.29 0.40) (R² R T β)

(0.15

(0.05= α)

(Regression)

(11)

(Regression)

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	F	R ²	R	T	β	
0.00	15.97	0.14	0.37	3.99	0.37	

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(0.05= α) (11)
 3.99 0.37) (R^2 R T β)
 (15.97 0.14 0.37

(0.05= α) :

(Regression)
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(Regression) (12)

	F	R^2	R	T	β	
0.00	11.04	0.10	0.32	3.32	0.32	

(0.05= α) (12)

0.10 0.32 3.32 0.32)(R^2 R T β) (11.04

(0.05= α) :

(Regression)
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(Regression) (13)

	F	R^2	R	T	β	
0.00	19.06	0.16	0.40	4.36	0.40	

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$(\alpha \leq 0.05)$ (13)
 0.40 4.36 0.40) (R^2 R T β)
 (19.03 0.16

(Regression)
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 (Regression) (14)

	F	R^2	R	T	β	
0.00	35.31	0.26	0.52	5.94	0.52	

$(\alpha \leq 0.05)$ (14)
 (F R^2 R T β)
 (35.31 0.26 0.52 5.94 0.52)

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($\alpha \leq 0.05$) .5

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($\alpha \leq 0.05$) .8

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